

<論 説>

英語通信文の歴史的考察(6)

——18世紀の英文レターマニュアルについて——

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はじめに

18世紀の英国は、くり返し制定された航海法による貿易量の飛躍的な増大と、本格的な海外進出を背景にした貿易構造の転換（再輸出を前提とする輸出主導型の貿易構造）をもたらした「商業革命」を経験し、経済的には繁栄の時代であった。⁽¹⁾そして、この物質的繁栄と都市の成長により、購買力の旺盛な都市型中流階級が成長し、住宅、家具・調度品、着るもの、余暇の過ごし方など、彼らの要求を満たすべく「洗練された商品」が求められた。いわゆる文化の商品化がもたらされた時でもあった。⁽²⁾同時に、ロイヤル・シアタやコヴェント・ガーデン劇場でのシェークスピア劇の上演そして大盛況、コーヒー・ハウスへの情報提供を意図した情報誌（新聞）の発達など、文化が首都ロンドンから地方へと波及し、ロンドンを中心とするコミュニケーションのネットワーク化が進んだ時期でもあった。⁽³⁾

このような文化の全国的普及・発達のおかげで、18世紀半ばの英国国民の読み書きは、男子で6割、女子は3割まで向上したと考えられており、身近な読書は、娯楽として、あるいは教養を高めるための手軽な手段として、ますます一般大衆に受け入れられるようになった。恐らく多くの読者を対象に、種々の、そして大量の書物が発行され、英文レターマニュアルもその例外ではなかった

ものと思われる。

最初の英文レターマニュアル、*The Enimie of Idlenesse* が、1568年、フルウッド (William Fulwood) の手によって世に出されて以来、16世紀、17世紀と約150年もの間、種々の英文レターマニュアルが出版された。当時、マニュアルの教本 (教科書) としての存在意義、あるいは学問上の貢献は十分認められた。しかしながら、比較的文化水準の高い18世紀の英国において、英文レターマニュアルは、英国国民の知的好奇心を満たす書物として、これまでのように一般に受け入れられたのであろうか。

一方、不幸というべきか、あるいは (出版する側から見ると) 幸いというべきか、未だ商人の書く能力は十分とはいえなかった。実際の取引 (ビジネス) の場で、即座に、しかも状況に応じた、正確なレターを書ける商人は果たしてどのくらいいたのであろうか。当時の商人たちは、若くして親方の元に弟子入りし、いわゆる徒弟奉公した後、独立するのが普通であった。本来ならばその奉公期間中に、彼らは、技術修得のための基本的教育を受けるはずであったが、現実には、日常の業務に追われるばかりで、レターの書き方を正式に学ぶ時間的な余裕はあまりなかったようである。⁽⁵⁾ そのため、彼らは、臨機応変に、しかも簡単にレターが書けるような、種々の状況に応じたレター例文 (集) を求めている。このような観点からすると、英文レターマニュアルに対する需要はまだ十分あるはずと予想される。

本稿では、このような状況下で出版された18世紀の英文レターマニュアルは、どのような特徴を持っているのか、以下代表的なマニュアルを、著者の出版の意図、レターの書き方についての指示ならびにレター例文などを検討し、その内容を明らかにしたい。

- I. Samuel Richardson, *Letters Written To and For Particular Friends, on the Most Important Occasions* (1741)
- II. M. Clare, *Youth's Introduction to Trade and Business* (1769)
- III. Thomas Cooke, *The Universal Letter-Writer; or New Art of Polite*

Correspondence (1771?)

- IV. Charles Wiseman, *Epistole Commerciales, or Commercial Letters, in Five Languages, viz. Italian, English, French, Spanish, and Portuguese* (1779)

1 英文レターマニュアルの概要

I. Samuel Richardson, *Letters Written To and For Particular Friends, on the Most Important Occasions* (1741)

1) 序文 (preface)

著者によると、本書は、タイトルにもあるように、特別な友人 (particular friends) の依頼に基づいて、発行されたものである。

そして、著者は、レターを書く時に主に心がける点として、

- ① 自然である (nature) こと、
- ② 社会的地位にふさわしい礼儀作法 (propriety of character) を心がけること
- ③ わかりやすい (plain sense) こと、
- ④ 一般に使用されている (general use) 表現を使うこと、

を強調している。

さらに、著者は、いろいろな状況に適したレター (173 通) を通して、

- ① 読者に善行の原則を教える (勧める) こと、
(to inculcate the Principles of Virtue and Benevolence)
- ② 社会生活に必要な義務を明らかにすること、
(to describe properly, and recommend strongly the Social and Relative Duties)

を意図しており、特に、卑屈になりすぎない (not a Slave) 従者としての義務 (the Duty of a Servant) や理性的な (mild, indulgent, kind) 主人としての義務 (the Duty of a Master) を果たすように指摘している。

また、著者は、求愛のレター (the Letters of courtship) に関して、下心のある者や女性をだまそうとする者から弱者や子供、女性を守るために、空虚な美辞麗句 (the empty Flourishes) やつじつまの合わない狂言的文章 (incoherent Rhapsodies) に注意するようにその例を明らかにしたいと述べている。

このように、著者は、モデルレターを通して、レターの書き方だけでなく、甘言につられないように気をつけるべき点、あるいは社会生活上必要な道徳的な面などを強調しているように思われる。

2) モデルレター

本書のレター例は、参考例の羅列ではなく、発信・返信が対になっている。

2-1) 取引の申し込み

取引の申し込みに関するレターは、従者 (弟子) の義務として、主人への礼を失しないように、次のようなレター例文がある。

- (1) From a Country Chapman beginning Trade, to a City Dealer, offering his Correspondence. (p. 39)

SIR,

Manchester, Oct. 20.

The Time of my Apprenticeship, with Mr. Dobbins of this Town, being expired, I am just going to begin for myself in Chesterfield, having taken a Shop there for that Purpose. And as I know the Satisfaction you always gave to my Master in your Dealings, I make an offer to you of my Correspondence, in Expectation that you will use me as well as you have done him, in whatever I may write to you for. And this I the rather expect, as you cannot disoblige Mr. Dobbins by it, because of the Distance I shall be from him ; and I shall endeavour to give you equal content with regard to my Payments, &c. Your speedy Answer, whether or no you are disposed to accept of my Offer, will

oblige

Your humble Servant.

本レターは、非常に簡潔にわかりやすく用件を述べている。筆者は、冒頭で、

The time of my apprenticeship, ... being expired, I am just
going to begin for myself in

と自らの独立を明らかにした上で、

I make an offer to you of my correspondence,

と用件である取引の申し込みを行っている。そして、

... you cannot disoblige Mr. Dobbins by it,

と自分が研修生として使えた主人への配慮と、

... to give you equal content with regard to my payments,

のように、確実な支払の約束を誓い、最後に、ビジネスレターらしく、

Your speedy answer, ... will oblige

と申し込みに対する早急な返事を求めている。それに対する返事は以下の通りである。

(2) In Answer to the foregoing. (p. 40)

SIR,

I have received yours of October 20. and very chearfully accept the
Favour you offer me. I will take care to serve you in the best manner
I am able, and on the same Foot with Mr. Dobbins; not doubting you
will make as punctual Returns as he does; which intitles him to a more
favourable Usage than could otherwise be afforded. I wish you
Success with all my Heart, and am

Your obliged Servant.

この返事もビジネスレターらしく要領よく自分の意図を伝えている。筆者は、冒頭で、

I have received yours ... and ... accept the favour

とレターの受領と、申し込みの承諾を明らかにしている。そして、相手の気遣いに応えるべく、

... to serve you in the best manner

と主人 (Mr. Dobbins) と同様の待遇を約束すると共に、

... not doubting you will make as punctual returns as

とさりげなく相手の正確な支払を確認している。最後に、

I wish you success

と成功を祈念した結びで終わっている。

2-2) 支払の請求

次に、借金の取り立てのケースを段階的に示した例文を示している。まず最初の例は、比較的穏やかな支払の請求である。

- (3) To a Country Correspondent, modestly requesting a Balance of Accounts between them. (p. 53)

SIR,

I find myself constrained, by a present Exigence, to beg you to balance the Account between us. Tho' Matters have run into some Length, yet would I not have apply'd to you, had I known so well how to answer my pressing Occasions any other way. If it suits you not to pay the Whole, I beg, Sir, you will remit me as much towards it as you can, without Prejudice to your own Affairs; and it will extremely oblige

Your most humble Servant.

ここでは、筆者は、冒頭から単刀直入に、

I ... to beg you to balance the account

と用件（支払請求）を述べ、後半では、

If ... you not to pay the whole, ... you will remit as much

のように、全額の支払が無理なら、できる範囲の金額を送ってくれと要求している。それに対する返事は次の通りである。

(4) In Answer to the preceeding. (p. 53)

SIR,

I am very glad I have it in my power to send you now, directly, One hundred Pounds, on Account between us, which I do by our Carrier, who will pay you in Specie. I will soon remit you the Balance of your whole Demand, and am only sorry, that I gave Occasion for this Application for what is so justly your Due. When I send you the rest, which will be in a few Days, if I am not greatly disappointed, I will accompany it with an Order, which will begin a new Debt; but which I hope to be more punctual in discharging, than I have been in the last. I am, very sincerely,

Your Friend and Servant.

ここでは、筆者は、冒頭で、

I am very glad ... to send you now,

と1部（100ポンド）の返金を明らかにし、残金については、

I will soon remit you the balance

と至急支払うことを表明している。そしてこれからの支払は、

... I hope to be more punctual

と期日通りに行うことを約束している。次は、やや強圧的な支払の請求とそれに対する返事である。

- (5) A more pressing and angry Letter from a City Dealer on the same Account. (p. 54)

Mr. Barret,

I am sorry your ill Usage constrains me to write to you in the most pressing manner. Can you think it is possible to carry on Business after the manner you act by me? You know what Promises you have made me, and how from time to time you have broken them. And can I depend upon any new ones you make? If you use others as you do me, how can you think of carrying on Business? If you do not, what must I think of a Man who deals worse with me, than he does with any body else? ---- If you think you may trespass more upon me, than you can on others, this is a very bad Compliment to my Prudence, or your own Gratitude. For surely good Usage should be intitled to good Usage. I know how to allow for Disappointments as well as any Man ; but can a Man be disappointed for ever? Trade is so dependent a thing, you know, that it cannot be carried on without mutual Punctuality. Does not the Merchant expect it from me, for those very Goods I send you? And can I make a Return to him, without receiving it from you? What End can it answer to give you Two Years Credit, and then be at an Uncertainty, for Goods which I sell at a small Profit, and have not Six Months Credit for myself? Indeed, Sir, this will never do. I must be more punctually used by you, or else must deal as little punctually with others ; and what then must be the Consequence? ---- In short, Sir, I expect a handsome Payment by the next Return, and Security for the Remainder; and shall be very loth to take any harsh Methods to procure this Justice to myself, my Family, and my own Creditors. For I am, if it be not your own Fault,

Your faithful Friend and Servant.

ここでは、筆者は、冒頭から、

... your ill usage constrains me to write to you

と相手の非礼のため、やむを得ず強硬手段を採らざるを得ないことを訴え、以下

Can you think it is possible to carry on business ...?

のように、長々と相手の不履行を非難している。そして最後に、

I expect a handsome payment ... security for the remainder ;

... .

とかなりの金額の支払と残金の保証を求めて、終えている。それに対する返事は、

(6) In Answer to the preceding. (p.55)

SIR,

I must acknowledge I have not used you well, and can give no better Answer to your just Expostulations, than to send you the inclosed Draught for 50 l. which you will be pleased to carry to my Credit; and to assure you of more punctual Treatment for the future. Your Letter is no bad Lesson to me ; I have con'd it often, and hope I shall improve by it. I am ready to give you my Bond for the Remainder, which I will keep paying every Month something till 'tis all discharged ; and what I write to you for, in the Interim, shall be paid for on Receipt of the Goods. This, I hope, Sir, will satisfy you for the present. If I could do better, I would ; but shall be streighten'd to do this: But I think, in Return for your Patience, I cannot do less, to convince you, that I am now, at last, in Earnest. I beg you'll continue to me the same good

Usage and Service I have met with from you hitherto ; and that you'll believe me to be, unfeignedly,

Your obliged humble Servant.

のように、筆者は、冒頭で、

I must acknowledge ... to send you the inclosed draught for 50 l.

と自分の非礼を認め、50 ポンドの手形を同封し、

... to assure you of more punctual treatment ... shall improve by it.

のように、これ以後の支払の改善を約束している。また残金については、

... I will keep paying every month something till

と毎月の支払の保証と、

... shall be paid for on receipt of the goods.

とこれからの注文品の支払については受取払い（着払い）にすることを約束している。最後に、

I beg you'll continue to me the same good usage and service

とこれまでと同様の待遇を求め、結んでいる。さらに、最終段階に近い脅迫じみた、次のような請求の例も示してある。

(7) A threatening Letter from a Steward on Delay of Payment. (p. 147)

Mr. Atkins,

I have mentioned your Case to Sir John, as you requested. He is exceedingly provoked at your Usage, and swears bloodily he'll seize, and throw you into Goal, if he has not 20 l. at least paid him by Quarter-day, which is now at hand. So you know what you have to

trust to; and I would have you avoid the Consequences at any rate ; for
he is resolved otherwise to do as he says. Of this I assure you, who am
Yours, &c.

本レターでは、筆者は、

... he'll seize, and throw you into goal, if

と所定の日までに払わない場合には、厳罰に処せられる（逮捕、投獄）最悪の事態もあり得ると脅かしている。しかし、それに対する返事は、下記のように、ビジネスライクというよりは、むしろ相手の情にすぎる方法が採られている。

(8) The poor Tenant's moving Answer. (pp. 147-148)

Good Mr. Taverner,

I am at my Wits-end almost on what you write. But if I am to be ruined, with my numerous Family, and a poor, industrious, but ailing Wife, how can I help it? For I cannot possibly raise 20 l. any manner of way by the Time you mention. I hope Sir John won't be hard-hearted. For if God Almighty, our common Landlord, should be equally hard upon us, what would become of us all? Forgive my Boldness to talk of God Almighty to his Honour, in this free manner.

I would do it, if it was to be done; but you know, Sir, what a Season we have had. And an honest Tenant his Honour will never have, that I am sure of. But if Money won't rise, what can I do? Should I sell my Team, and my Utensils for Labour, there is an End of all. I shall have no Means left me then wherewith to pay his Honour, or any body else. If his Honour will not be moved, but will seize, pray, good Mr. Taverner, prevail on him not to throw me into Goal, for a Prison pays no Debts; but let my poor Wife and Six small children lie in the

Barn, till I can get a little Day-labour; for that must be all I can have to trust to, if his Honour seizes. I hear my Man William that was, has just taken a Farm; may be, he will employ his poor ruin'd Master, if I am not 'prison'd. But if I be, why then the Parish must do something for my poor Children, tho' I hoped they would never trouble it. Lay these things before his Honour, good Sir, and forgive this Trouble from

His Honour's honest, tho' unfortunate Tenant.

このように、筆者は、冒頭で、

I am at my wits-end ... if I am to be ruined, with ... but ailing wife, how can I help it?

と自分の窮状を訴え、さらに、

... I cannot possibly raise 20 l. ... by the time

と現状では期日までに20ポンドの支払いは無理であることを明らかにし、許しを請うている。また、

... for a prison pays no debt; ... I can get a little day-labour; のように、投獄により借金の支払ができなくなるよりは少しずつ稼ぎ、借金の返済に回した方が得であると、投獄の回避を願い出て、相手の慈悲を請うている。さらに、それに対する返事は次の通りである。

(9) The Steward's Reply, giving more Time. (pp. 148-149)

Mr. Atkins,

I have laid your Letter and your Case before Sir John: He is moved with it, and says he will have Patience another Quarter, to see what you'll do. Consider, Man, however, that Gentlemen live at a great Expence, are obliged to keep up their Part, and if their Tenants fail them, why then must fail their Tradesmen, and suffer in their Credit.

You have good Crops of all Kinds on the Ground; and surely may, by next Quarter, raise 40 or 50 l. tho' you could not raise 20 l. in a Fortnight. This Sir John will expect at least, I can tell you. And you may comply with it from the Produce of so good a Farm, surely. I am
Yours, &c.

このように、ここでは、

He is moved ... will have patience another quarter,

と相手の窮状を理解し、支払を今しばらく（3か月）猶予する内容の例が示されている。このようなレターのやり取りがあった後、最後に相手の支払猶予に感謝の意を示す、次のような例が示されている。

(10) The poor Man's thankful Letter in Return. (p. 149)

GOD bless his Honour, and God bless you, Mr. Taverner, that's all I can say. We will now set our Hands to the Plough, as the Saying is, with chearful Hearts, and try what can be done. I am sure, I, and my Wife and Children too, tho' three of them can but lisp their Prayers, shall, Mornig, Noon and Night, pray to God for his Honour's Health and Prosperity, as well as for you and yours; and to enable me to be the Pride of my Heart to pay every body, his Honour especially. I have not run behind-hand for want of Industry; that all my Neighbours know; but Losses and Sickness I could not help; and nobody could live more frugal and sparing than both my Wife and I. Indeed we have hardly allowed ourselves Cloaks to our Backs, nor for our Children neither, tight, and clean, and wholesome as they may appear to those who see them: And we will continue to live so low as many only keep us in Heart to do our Labour, until we are got before-hand; which God

grant. But all this I told you before, Mr. Taverner; and so will say no more, but I will do all I can, and God give a Blessing to my Labours, as I mean honestly. So no more, but that I am, Sir,

Your ever-obliged Servant.

ここでは、筆者は、冒頭で、

God bless his Honour, and God bless you,

と相手に感謝し、さらに、

I, and my wife and children ... shall, morning, noon and night, pray to God for his Honour's health and prosperity,

と心から、そして最大限の敬意を払う表現を用い、相手の厚意に感謝している。次に、

I have not run behind-hand for want of industry; ... we will continue to live so low ... until we are got before-hand;

と現在の苦しい状況に耐え、将来必ず返済することを約束している。

II. M. Clare, *Youth's Introduction to Trade and Business* (1769)

本書は、タイトルからわかるように、若い商人のための商取引（ビジネス）のための入門書である。

1) 序文 (The Preface)

ビジネスの事務作業を迅速に行えるようになること (Dispatch in Business) は、通常業務の慣れによるものではなくて、系統立った良き教育の結果 (the Result of a well-directed Education) 達成されると著者は主張している。そのような考えに従って、本書は、一人前のビジネスマン (the Man of Business) の育成 (教育) に役立つように出版された、と著者は述べている。

一般に、若者の教育は読むこと ("READING") から始まり、次に文法 ("GRAMMAR"), そして書くこと ("WRITE") へと段階的に行われる。特に書くことは、

日常業務の重要な部分を占め、若い商人が自由に、専門家（書記）のように書けることは、ビジネス上の問題を効果的かつ迅速に処理するために不可欠である。しかもそのような技術は、思索する[推論的な知性 (speculative notions)]だけでは得られず、有能な主人の監督・指導の下での訓練 (practice) により、一朝一夕に (on a sudden) ではなく、徐々に修得される、と著者は説明している。

2) 宛名の書き方についての指示 (Directions for Superscriptions)

本書では、豊富な例を示しているが、これまでいろいろな書物で説明されていたものをまとめたにすぎない。ただ本書の対象を商人としているためか、ビジネス上で必要と思われる具体的な例を示している。それは、次のような組織体（会社）宛ての場合と、

To Incorporated Bodies.

- To the Honourable the Court of Directors of the United Company of Merchants of England, trading to the East-Indies.
- To the Honourable the Sub-Governor, Deputy-Governor, and Directors of the South-Sea Company.
- To the Honourable the Governor, Deputy-Governor, and Directors of the Bank of England.
- To the Master and Wardens of the Worshipful Company of Drapers.

以下のような、特定の職業の人への宛名の書き方である。この場合、相手の名前に加え、職業や称号なども明記することをすすめている。

To Men of Trade and Professions.

- To Mr G. F. Merchant, in Austin-Friars, London.
- To Dr R. M. in Bloomsbury-Square, London.
- To Mr D. S. Surgeon, in Covent-Garden, London.
- To Mr X. Y. Pewterer, in Friday-street, London.

- To Mr J. D. Writing-Master, at Rotherhithe, near London.

3) ビジネスレターの書き方についての一般的指示 (General Directions for Penning Letters of Business)

著者は、ビジネスレターの書き方について簡潔に説明している。まず商人のレターは、明瞭 (plain), 簡潔 (concise) かつ適切 (to the purpose) でなければならないとし、相手 (受信者) にためらいや疑いを抱かせないように、古風な、堅苦しい表現 (quaint or studied Expressions) を避け、またあいまいで不必要な (obscure or superfluous) 書き方や見せかけの略語 (affected Abbreviations) の使用を戒めている。従って、取引に関するあらゆる指示や問題点は、明瞭かつ明快に伝えなければならない。

また、レターを受け取った場合には、返事は当然所定の時間内に出すべきであり、その内容は、明瞭 (distinctly) かつ直接的 (directly) でなければならないとしている。

さらに、レターに適したスタイルについて、会話の場合と同様に、短く、親しみ深く、整然と、そして意味を明白にする (significant) ものでなければならない。つまり、商人は、レターを通して、あたかも相手と直接会っているかのように対話を行い、その場で言いたいことを書けばよいと、著者は明言している。

4) モデルレター

本書のレターは、当時の例にもれず、物語 (ストーリー) 形式で、例示されている。

4-1) 商品の注文

次の例は、商品の注文に関するレターである。

(1) Another Chapman's Order for Goods. (p. 96)

Mr. Nicholas Allom and Comp.

Exson, June 16, 1764.

This is to desire you to send per the next Vessel bound for Exter, the Goods following, viz. Galls, 3 Bags; Indigo, 5 Barrels; Allom, 17 Cwt.; Logwood, 1/2 a Ton; Madder, 14 Cwt.; Copperas, 3 1/2 Tons; Bahia Brazil, 4 Cwt.; Bourdeaux Cream of Tartar, 6 1/2 Cwt.; West-India Fustic, 5 1/2 Ton; Red Sanders, 6 1/2 Cwt.; Valona Caps ground, 9 1/2 Cwt. For the Balance of my last Accompt, being 295 l. 14 s. 9 d. I have here inclosed sent you a Bill of Exchange, at 12 Days Sight, on Mr Lawrence Gemroy, Merchant in London, to whom I have given Advice this Day. Set the Prices as low as you can, and when you expect your Money for this Parcel, draw your Bills upon me, they shall receive due Honour from

Your loving Friend,
Zach. Careful.

The Bill inclosed

Sir, Ex^o. 295 l. 14 s. 9 d. Exon, June 16, 1764.

At twelve Days Sight, pay Mr Nicholas Allom, or Order the Sum of Two hundred ninety-five Pounds fourteen Shillings and nine Pence, and place it to Accompt, as per Advice from

Yours,
Zach. Careful.

To Mr Lawrence Gemroy,
Merchant in London.

本例は、非常にビジネスライクで、筆者は、冒頭から単刀直入に
This is to desire you to send ... the goods following,
と商品の送付を依頼している。次に、
For the balance of my last accompt, ... I have here inclosed

sent you a Bill of Exchange,

と残金支払用の手形の同封を指示している。最後に、

Set the prices as low as you can, and ... draw your bill upon
me,

のように、今回の商品の値段を低くすることと、その代金請求の仕方（手形の名宛人）について述べ、終えている。次に、以下のような例が示されている。

- (2) A Letter of Advice upon the before-mentioned Draught to Mr Lawrence Gemroy. (p. 97)

Sir,

Yours of the 20th past came to Hand the Day the Vessel sailed with your Goods on board; I shall however, take the first Opportunity to send the Stuffs mentioned in your last Order: Mean time, have this Post drawn on you for 295 l. 14 s. 9 d. at 12 Days Sight, to Mr Nicholas Allom, or Order, which please to honour as usual, to oblige, Sir,

Your affectionate Kinsman, and humble Servant,

Zach. Careful.

Exon, June 16, 1764.

この例は、上記の手形の振り出し通知で、文字通り用件を簡潔に述べている。次は、上記の注文に対する返事である。

- (3) An Apprentice's Answer to the foregoing Letter from Mr Zach. Careful. (p. 97)

Sir,

London, June 24, 1764.

My Master received yours of the 16th Instant, with the Bill of Ex-

change inclosed, which is now accepted. The Parcel of Goods, wrote last for, I have this Day shipped on board the Coaster of Exon, John Miller, Master, being marked and numbered as per Margin. The Bill of Lading, and the Bill of Parcels, are both annexed. My Master and Partner are now out of Town; for that Reason, I have taken all possible Care to please you in both Goods and Prices. What you have further Occasion for in our Way, be pleased to signify your Order, and it shall faithfully and diligently be performed by, Sir,

Your humble Servant,

Ferdinando Failnone.

Servant to Mr Nich. Allom and Comp.

The Bill of Parcels on the preceeding Letter. (p. 98)

Sold to Mr Zachary Careful, June 24, 1764.

	Cwt.	qr.	lb.	lb.		Cwt.	qr.	lb.	l.	s.	d.
3 Bags of Galls - wt. Gr.	9.	2.	27	Tr. 36	NT.	9.	1.	19.	at	3.	5. 0 per Cwt. l.
5 Barrels of Indigo	15.	2.	19	72		15.	0.	3.		9.	7. 0 ----
17 Cwt. of Allom										0.	12. 0 ----
1/2 Ton of Logwood										4.	7. 0 per Ton.
14 Cwt. of Madder										2.	18. 6 per Cwt.
3 1/2 Ton of Copperas										8.	0. 0 per Ton.
4 Cwt. of Bahia Brazil										2.	0. 0 per Cwt.
16 1/2 Cwt. of Bourdeaux Cream of Tartar										2.	14. 0 ----
5 1/2 Ton of West-India Fustic										0.	14. 3 ----
6 1/2 Cwt. of Red Sanders										2.	0. 0 ----
9 1/2 Cwt. of Valona Caps, ground										0.	11. 6 ----

l.

374. 16. 6

The Bill of Lading

Shipped, by the Grace of God, in good Order, and well condi-

Nº

1 to II.

tioned, by [Mr Nich. Allom and Company,] in and upon the good Ship, called the [Coaster of Exeter] whereof is Master, under God, for this present Voyage, [John Miller,] and riding at Anchor in [the River of Thames] and by God's Grace bound for [Exter.] To say, [eleven Parcels of several Sorts of goods, --] being marked and numbered as in the Margin, and are to be delivered in like good Order and well Conditioned, at the aforesaid Port of [Exter] (the Danger of the Seas only excepted) unto [Zach. Careful] or to his Assigns, he or they paying for Freight of the said Goods [sixteen Shillings four Pence] per Ton, with Primage and Average accustomed: In Witness whereof, the Master or Purser of the said Ship has affirmed to *three Bills of Lading, all of this Tenor and Date, one of which being accomplished, the other two stand void. And so God send the good Ship to her desired Port in Safety. Amen.

Dated in [London, June
the 24th, 1764.]

The Contents and Quality unknown,

John Miller.

* The three Bills of Lading mentioned, are disposed of in this manner: one remains with the Person who shipped the Goods; one is kept by the Master of the Ship; and the third is sent to the Person who is to receive them.

このように、この例は、商品注文の確認と、当該商品の船積通知（梱包明細と船荷証券を同封）である。まず冒頭で、筆者は、

My master received yours ... with the Bill of Exchange ...
と主人がレターと手形を受け取ったことを明らかにし、次に、

The parcels of goods, ... I have this day shipped on board ...
と船積みしたことを知らせている。そして、

My master and partner are now out of town; ... I have taken
all possible care

と主人に代わり、以後の取引に関する業務は自分が担当する旨伝えている。
次の例は、上記と同様な商品の注文に関するものである。

(4) A Third Order from the Country for Goods. (p. 99)

Mr Nehemiah Holland,

Worcester, July 24, 1764.

I am sorry you should meet with a Disappointment in the Return of
Money, which I ordered Nich. Careless to pay you, when he was in
London last week: The first Opportunity that offers, I shall take Care
to remit you a Bill, or if you have any Opportunity draw your Bill on
me, it shall be paid at Sight. Be pleased to send me by the Carrier, the
next Return, 3 Ps. of Dowlas; Hollands at 2 s. 2 d., 2 s. 8 d., 3 s. 2 d., 3 s.
9 d., each 2 Ps. and 3 Ps. of Bag Holland, at 4 s. 8 d., five Ps. of Cambrick,
from 3 l. 10 s. to 5 l. 3 Ps. of Checks, 10 Ps. of blue Hertfords, 6 Ps. of
Ghentings, 4 Ps. of Muslins, from 4 l. to 8 l. Send the lowest Price,
and the Time of Payment: I shall be punctual, being

Your loving Friend,

Samuel Longell.

この例は、前回のケースと異なり、筆者は、冒頭で、

I am sorry you should meet with a disappointment

と手形代金の未払いにより相手が被った迷惑に対し謝り、次に、

The first opportunity ... it shall be paid

と至急支払うことを約束した上で、

Be pleased to send me

のように、新たに商品の送付を依頼している。そして、

Send the lowest price, ... I shall be punctual,
と商品の価格を低く抑えることのお願いと、期日通りの支払を約束し、終えて
いる。これに対す返事は次の通りである。

(5) A Servant's Answer. (p. 100)

Mr Samuel Longell, London, Aug. 10, 1764.
Yours of the 24th of July last was received. I have, per John Surly,
Worcester Carrier, sent you the Goods wrote for in your last; the Bill
of Parcels have hereunto annexed. My Master's Affairs calling him to
Bristol, I have done my utmost to content you, both in Goods and
Prices; being of Opinion you never had better Goods, or a better
Pennyworth. For what remains on the old Accompt, an Opportunity
will offer to draw a Bill on you next Week. What you have Occasion
for farther, signifying your Order, it shall be carefully followed; and as
to Time of Payment, my Master will be as reasonable as any Man. I
add no more at present, but that I am,

Your humble Servant,
Thomas Measurewell, Servant to
Nehemiah Holland.

The Bill mentioned to be drawn at Opportunity.

58 l. 12 s. 6 d.

London, Aug. 19, 1764.

Sir,

Pay Mrs Charity Somerfield, or Order, the Sum of Fifty-eight
Pounds, twelve Shillings, six-pence, eight Days after Date, Value of
Capt. Edward Somerfield, and place it to Accompt of my Master

Nehemiah Holland, as per Advice from,

Your very humble Servant,

Tho. Measurewell.

To Mr Samuel Longell,

Draper in Worcester.

ここでは、筆者は、冒頭で、

Yours of ... was received. I have, ... sent you the goods

とレター（注文）の受取と、船積みの通知（梱包明細の同封）を行っている。次に、

My master's affairs calling him to Bristol, I have done my
utmost

のように、主人が出張のため、以後自分が担当することを説明し、さらに、

For what remains on the old accompt, ... to draw a bill on you
... .

と来週にも残金の請求をすることと、

... as to time of payment,... be as reasonable as

と当方の支払条件が妥当であることを述べ、終えている。

次は、商品の買い付け依頼の例である。

(6) A Letter from a Merchant to his Factor. (p. 105)

Mr Isaac Sharp,

Sir,

Yours of the 11th Current I received, and am glad to understand you will recover good Part of your Loss, of the Insurers of the Swan. My Account of Sales inclosed I have examined, and am satisfied with the Net Proceed, and your Management therein. With Convenience, please to buy 10 Hhds. of white Biscuit, and 49 Barrels of Beef, and send per

first Vessel to Jamaica, consigned to Mr Thomas Gunston, for my
Accompt: Pray engage your Victualler to get the Beef carefully salted
and barreled, considering the Climate to which it is sent. I am, Sir,

Your Friend and Servant,

Richard Allom.

London, July 19, 1764.

本例は、通常取引に見られる、買い付けの指示である。冒頭で、筆者は、

Yours of ... I received, and am glad to understand

とレターの受領と、その内容を確認した上で、次に、

... please to buy ..., and send per first vessel

と商品の買い付け、船積ならびに、

... engage your victualler to get ... carefully salted and bar-
reled,

と梱包の指示を具体的に出している。それに対する返事は、以下の通りである。

(7) Answer from the Factor to his Employer. (p. 105)

Mr Richard Allom,

Sir,

Inclosed are the Invoyce and Bill of Lading of 49 Barrels of Beef, and
10 Hhds. of white Biscuit, bought and consigned, by your Order, to Mr
Thomas Gunston at Port-Royal; which being well casked, I hope will
prove well, and arrive to a good Market. An Opportunity presents of
drawing upon you for the Value, payable at one and twenty Days
Sight, to the Commissioners of Customs at London, which I must
entreat you to honour, and hope in a very short Time to answer your
Expectations, as to my Balance depending: In the mean Time, as

Occasion offers, let me have the Honour of your Commands, who am,
Sir,

Your obliged humble Servant,

Issac Sharp.

Dublin, Sept. 7, 1764.

本例は、上記の指示によって買い付けられた商品の送付案内である。まず、筆者は、冒頭で、

Inclosed are the invoice and Bill of Lading

と送り状ならびに船荷証券の同封を明らかにし、次に、

An opportunity presents of drawing upon you for the value,
payable at

と手形の振り出しとその確実な支払をお願いし、最後に、

... let me have the honour of your commands,

と相手の指示待ちを期待し、終えている。

Ⅲ. Thomas Cooke, *The Universal Letter-Writer; or New Art of Polite Correspondence* (1771?)

1) 序文 (Preface)

著者によると、今日の商人は、遠隔地の取引先と、レターを介して、交渉しなければならないが、多くの商人は、自分の意思を明快に、しかも洗練された表現 (elegance) で伝えたいと思いながらも、日常業務に追われ、特に学習する時間的余裕はない。そこで、著者は、彼らの現状を補う手引書として簡単に利用できるような、あらゆる状況に適したレター例文集 (a compleat collection of letters) を呈示することが本書の出版の目的であると述べている。そして賢者 (the judicious) は、本書のレターを参考にしながら、当該問題に適するように一部手直しするだけで、正しいレターを作成できる。さらに、初心者 (the meanest capacity) に対しては、その基礎となる文法 (grammer) を、簡潔に、そしてや

さしく解説し、同時に、専門家 (any one able to write) にも役立つような文法的説明が施してある。また、本書の内容は教育的 (instructive) であるだけでなく、娯楽性 (entertaining) も加味してあることなど、著者は強調している。

2) レターの書き方についての指示 (Directions for Writing Letters)

「話をする前にもう一度よく考えなさい。そうすれば、以前のものよりもはるかにすぐれた話をすることができる (“If a man think twice, before he speak, he'll speak twice better for it.”)」という演説の際のクウェーカー教徒 (the honest Quaker) の格言 (教え) を引用しながら、著者は、当然書く場合もこの教えがあてはまり、特に書簡 (epistolary) の場合は最適であると述べ、レターを書く前の準備 (推敲すること) の重要性を強調している。

また、書き手と受け手の立場によって、書き方のトーンが異なることも教えている。例えば、父親から息子への場合はある程度の威厳 (a gentle authority) を、逆に息子から父親への場合には孝行心 (a filial duty) を、あるいは友人同士の場合は誠実さ (sincerity) と率直さ (modest reluctance) を必要とするなどである。

次に、取引 (trade) に関するレターの場合、主題 (subject matter) を十分斟酌し、明瞭 (the greatest perspicuity) かつ簡潔 (brevity) に書くことをすすめている。そうすれば、レターを書くことは、人前で話をすると同じように容易になり、また、本書の規則にならい、さらに気取り (affectation) を排除すれば、自分の伝えたいことは、賢明かつ明確になり、その表現 (言葉) は明瞭な (plain)、平易な (easy)、わかりやすい (sensible)、しかも洗練された (elegant) ものになる、と著者は述べている。

3) ビジネスに関するモデルレター (Part II. On Business)

ここでは、通常のビジネスに見られる一般的な状況に応じたレター例文が示されている。以下その主な例を取り上げる。

3-1) 取引の申し込み

最も一般的な申し込みの例として、次のレターが示されている。

- (1) From a young man in the country to a merchant in London, offering correspondence. (p. 43)

Stafford, Feb. 3, 1771

SIR,

My apprenticeship with Mr. Wilson being expired, during which I had proofs of your integrity in all your dealings with my worthy master. My parents have given me two hundred pounds to begin the world, but you know that is not sufficient to carry on trade to any advantage; that I may be able to sell my goods as cheap as possible, I would chuse to have them from the first hand, and likewise the usual time of credit. If it is agreeable to you, I hereby offer you my correspondence, not doubting, but you will use me as well as you did Mr. Wilson, and you may depend on my punctuality with regard to payments.

My late master has no objections to my setting up, as it will not be in the least prejudicial to his business. I shall depend on your sending me the following order as soon and cheap as possible, and am,

SIR,

Your humble Servant.

本レターでは、筆者は、冒頭で、

My apprenticeship ... being expired,

と一般的なパターンである研修の終了と

My parents have given me two hundred pounds to begin the world,

のように、開業を知らせた上で、

... If it is agreeable to you, I hereby offer you my correspondence,

と自分の条件を提示し、取引の申し込みを行っている。さらに、

... you may depend on my punctuality with regard to payments.

と期日通りの支払を約束し、最後に、

My late master has no objections to my setting up,

とこの独立に際して、元の主人の反対はなかったことを明らかにしている。その返事は以下の通りである。

(2) The Merchant's Answer. (p. 44)

Yours I received and am extremely glad to hear that your parents have enabled you to open a shop for yourself. Your behaviour to your late master was such, that it cannot fail of procuring you many customers. I have sent you the goods by the Stafford waggon in twelve parcels marked XI; and I doubt not but you will be punctual in your returns, which will always enable me to serve you as low as possible, and with the best goods which I can procure. I heartily wish you success in business, and doubt not but you well know, that honesty and assiduity are the most likely means to insure it, and am,

Your obliged Servant.

このように、筆者は、冒頭で、

Yours I received and am extremely glad to hear that

とレターの受領と、開業の知らせを喜び、

Your behaviour to your late master was such, that

とこれまでの元の主人に対する相手の仕事ぶり（態度）を賞賛している。そし

て,

I have sent you the goods by

と注文品の送付と,

... you will be punctual in your returns,

その支払を確信している旨明らかにしている。最後に,

I heartily wish you success in business, and

とビジネスの成功を祈念して、終えている。

3-2) 支払の請求

以下は、借金の返済を求めた例である。

(3) To a correspondent requesting the payment of a sum of money. (p. 45)

SIR,

Although the balance of the account between us has been of long standing in my favour, yet would I not have applied to you at present, had not a very unexpected demand been made upon me for a considerable sum, which without your assistance, is not in my power to answer. When I have an opportunity of seeing you I shall then inform you of the nature of this demand, and the necessity of my discharging it. I hope you will excuse me this freedom, which nothing but a regard to my credit and family could oblige me to take. If it does not suit you to remit the whole, part will be thankfully received by

Your most humble Servant.

本レターでは、筆者は、冒頭で,

Although the balance of the account between us ..., had not a very unexpected demand been made upon me for a considerable sum,

と、やむを得ずして請求せざるを得ない旨やや長々と言い訳しながらも、

When I have an opportunity of seeing you I shall inform you
of

のように、その具体的な事情は後日直接説明することわっている。そして、

If it does not suit you to remit the whole, part will be thank-
fully received

と全額でなくても一部でも返金してほしいとお願いしている。その返事は以下の通りである。

(4) The Answer. (p. 46)

SIR,

I have just received yours, and am sorry to hear of your affliction. That the account between us was not sooner settled, was owing to the failure of two principal creditors. I have just received a remittance from Nottingham, and am greatly pleased that it is in my power to answer the whole of your demand. The balance between us is two hundred and sixty pounds, for which I have sent inclosed an order on Mr. Cash the banker. I hope you will surmount this and every other difficulty, and am,

Your sincere well wisher and humble Servant.

本レターは、用件を簡潔に述べ、非常にビジネスライクに書かれており、現在でも立派に通用するモデルレターである。冒頭で、筆者は、

I have just received yours, and am sorry to hear of

とレターの受取と相手の苦しみを認めた上で、

I have just received a remittance ... to answer the whole of
your demand. ... I have sent inclosed an order on

と全額を返済すべく手形の同封を知らせている。そして、

I hope you will surmount this

と相手の窮状が克服されることを祈り、結んでいる。

次の例は、緊急の支払請求のケースである。

(5) An urgent Demand of Payment. (pp. 47-48)

Mr Thompson,

The exigence of my affairs compels me thus importunately, nay peremptorily to write to you. Can you think it possible to carry on business in the manner you act by me? You know what promises you have made, and how, from time to time, you have broken them. Can I therefore depend upon any new ones you make? If you use others as you do me, how can you think of carrying on business? If you do not, what must I think of the man, who deals worse by me, than he does with others? If you think you can trespass more upon me, than you can on others, that is a very bad compliment to my prudence, or your own gratitude; for surely good usage should be entitled to the same in return. I know how to allow for disappointments as well as any man; but can a man be disappointed for ever? Trade is so independent a thing, that it cannot be carried on without mutual punctuality. Does not the merchant expect it from me for those very goods I send you? and can I make a return to him without receiving it from you? What end can it answer to give you two years credit, and then be at an uncertainty, for goods which I sell at a small profit, and have only six months credit for myself? Indeed, Sir, this will never do. I must be more punctually used by you, or else must deal as little punctually with others; and then what must be the consequence? In short, Sir, I

expect a handsome payment by the next return, and security for the remainder; as I am very loth to take any harsh measures, to procure justice to myself, my family, and creditors. For I am, if it be not your own fault,

Your faithful friend and servant.

本レターは、*Letters Written To and For Particular Friends, on the Most Important Occasions* の例文を引用したもの [“A more pressing and angry Letter from a City Dealer on the same Account” の2行目 (“Can you think”) 以下全文] である。その返事は以下の通りである。

(6) The Answer. (pp. 48-49)

SIR,

I acknowledge with gratitude the lenity you have at all times shewn, and my being obliged to disappoint you so often has given me much uneasiness. I do assure you, Sir, that I am not so ungrateful as my conduct has given you reason to believe. From the state of my accounts, you will find that the greatest part of my property is in the hands of country dealers, who, although they seldom fail, yet their times of payment are very precarious and uncertain. However, to convince you of my integrity, I have sent by this day's post an order for seventy pounds, and next week you shall receive one much larger. The remainder shall be sent in a very short time. I am determined, for the future, to make the rules laid down in your excellent letter a guide, in my dealing with those people, whose dilatoriness in making good their payments to me, obliged me to disappoint you; and to convince you further of my integrity, the goods which I order until the old

account is paid off, shall be for ready money. I doubt not but you will continue to treat me with the same good usage as formerly, and believe me to be unfeignedly,

Your obliged humble Servant.

さすがに返事までは引用されていない。しかし、表現こそ異なるが、その内容は同じで、一部返金(70 ポンド)し、残額は後日支払うことを約束し、さらに、これ以後の商品の支払いは現金払いとするなどである。

3-3) 報告

以下の例文は、部下が、出張した地方の状況をロンドンの主人に報告したものである。

- (7) From the servant of a wholesale dealer to his master in London, giving an account of his customers in the country. (p. 58)

Manchester, Feb. 6, 1771.

SIR,

I have visited the several towns between this and London, where any of your customers reside; and although they complain much of the decay of trade, yet their payments, and orders have been as well as could reasonably be expected; and indeed I think trade is beginning to revive. I have the pleasure to inform you that in the places where I have been, there is not any appearance of failing; and the people have been so well pleased with your goods and fair dealing, that I have obtained many new orders. I have likewise received a dividend of twelve shillings in the pound of the effects of Mr. Cambrick, the linen draper, at Derby, who failed last year, and there is still something remaining, so that upon the whole your loss will not be so great as was

at first expected. I have finished your business in this town, and set off to-morrow for Liverpool, where I shall expect to hear from you if you have any thing particular to transact before I return, and, am, Sir, with duty and respect,

Your obedient and faithful Servant,
George Trueman

ここでは、筆者は、冒頭で、

I have visited the several towns

といきなり主人への報告を行っている。その内容は、

... their payments, and orders ... be expected;

と当初の予想よりも良い結果が得られそうなこと、その理由として、

... I think trade is beginning to revive.

と取引の状況が上向き始めていることをあげ、また、

... pleased with your goods and fair dealing, that I have obtained many new orders. ... received a dividend of

など、お客に評判が良いことから新たな注文が得られたことと、客からの入金を知らせている。そして、最後に、

I have finished your business in this town, and set off

と当地での仕事が終わりを、次の目的地 (Liverpool) へ行くことを明らかにしている。それに対する返事は以下の通りである。

(8) The Master's Answer. (pp. 58-59)

Mr. Trueman,

I received yours dated the sixth instant at Manchester, and am extremely glad to hear of your success. Indeed it has, as you observed, been greater than I expected. I am much pleased with your honest

fidelity in transacting my business with so much care and industry; and as you are now at Liverpool. I shall take this opportunity of intrusting you with an affair of importance. There is daily expected at that port, the ship Nightingal, captain Roberts, laden with sugar and indigo from Jamaica; and as I am informed the proprietors are desirous of disposing of the whole cargo by private contract, when you have examined the goods, I leave it to your own discretion to purchase the whole, as I think it must be an exceeding good bargain. If you have not money sufficient, give them an order on me for the remainder, payable at sight. I leave the whole to yourself, and shall expect to hear from you soon.

Yours, &c.

冒頭で、筆者は、

I received yours ... and am extremely glad to hear of

とレターの受取とその知らせに喜び、

I am much pleased with your honest fidelity in

と相手の仕事ぶりを賞賛している。そして、

I shall take this opportunity of intrusting you with an affair of importance. There is daily expected

と重要な取引に関する指示を与え、結んでいる。

次の例は、上記とは逆に、ロンドンの部下から、病氣療養中のため地方にいる主人に宛てた問い合わせである。

- (9) From a Merchant's Clerk in London to his Master in the Country. (p. 59)

SIR,

Our not hearing from you these three weeks has made us very uneasy, but still we hope you are well. The business has been carried on in the same manner in which you left it; but yesterday an order came from New York for goods to the amount of five thousand pounds and upwards. You know the American credit, and therefore I would not do any thing until I heard from yourself. If you please to write by next post I shall abide by your directions, and every thing shall be conducted by your order. We would not wish you to return before your health is fully re-established, although we long to see you every day. All the family are well, and, I am,

Your obedient faithful servant,

James Thompson.

筆者は、冒頭で、

Our not hearing you three weeks ... you are well.

と便りのなさを懸念しながらも、相手が元気であることを期待し、次に、

The business has been carried on

と順調にビジネスが処理されていることを明らかにしている。そして、

... an order came from New York

と具体的な取引を説明し、

... I shall abide by your directions,

のように、主人の指示を求めている。最後に、

... not wish you to return before your health is fully re-established,

と主人の健康回復を願いながら、結んでいる。その返事は以下の通りである。

Mr. Thompson,

Yours I received this day, and am pleased to hear that my business goes on so well. I always confided in your fidelity, and am glad to find that I have not been deceived. I am much better in my health than when I left London, although it is not yet perfectly re-established, but I hope it will be so in a short time. Concerning the American order I am extremely glad to hear of it, not only on my own account, but also of trade in general. Their credit to be sure is long, but I would rather trust our brethren in that part of the world two years, than those who are our natural enemies one month. You may give orders for the different goods wanting to be got ready as soon as possible, and before they are completed I hope to be in town. I am much pleased to hear that all my servants are concerned for my welfare, as it will, at all times, give me the greatest happiness to make their different situations as comfortable as is consistent with a state of servitude.

I am,

Your affectionate master.

ここでは、やや長い前置き（説明）となっている。筆者は、冒頭で、

Yours I received ..., and am pleased to hear that

とレターの受取と相手の知らせに喜び、次に、

I am much better in my health than

と自分の健康の回復について説明している。そして、

Concerning the American order

とやっと本題に入り、指示を与えている。最後に、

I am much pleased to hear that

と部下たちに対するやや長い感謝の結びで終えている。

3-4) 苦情（クレーム）

以下の例は、商品に対するクレームである。

- (11) From a Country Shopkeeper to a Dealer in London, complaining of the badness of his goods. (pp. 62-63)

SIR,

When I first began to correspond with you, it was my fixed resolution to act with integrity and honour, expecting the same in return. I must, indeed, confess that the goods you sent me for some time were as good as any I could purchase from another, and so far I had not any reason to complain. But now the case is quite different. The two last parcels you sent me are so bad, that I dare not offer them to my customers. From what, Sir, does this proceed? have I ever been deficient in my payments? no, you dare not accuse me with any thing of that nature. However, I am obliged to tell you, that unless you send me others in their room, I must either withdraw my correspondence or shut up my shop. You may chuse which you please, and let me beg to have your answer per return of post, as I am in immediate want of those goods, and in danger of losing my customers by a delay. In so doing you will oblige

Your well wisher.

本レターでは、いきなり用件に入るのではなく、冒頭でのやや長い説明が一種の緩衝として役立っている。筆者は、冒頭で、

When I first began to correspond with you, ... so far I had not any reason to complain.

と今までの取引では全く問題はなかったことを明らかにした上で、

But now the case is quite different. The two last parcels ... are so bad, that

と今回は従来と異なり、前回の送られてきた商品が良くなかったことを述べ、その理由を問うている。さらに、

... unless you send me others ..., I must either withdraw ... or
shut up my shop.

のように、そのクレームに対する相手の処置いかんでは取引の中止か、閉店せざるを得ない旨説明し、最後に、

... let me beg to have your answer per return of post,

とその返事を早急にくれるように依頼している。それに対する返事は以下の通りである。

(12) The Answer. (p. 63)

SIR,

I received your's, and am extremely sorry to hear that the goods sent you were so bad. I know I had some such in my warehouse, but was determined to sell them at a low rate, without ever thinking of their being sent to any of my customers, particularly so valuable a correspondent as yourself. By some mistake my servants have inadvertently sent them, for which I am extremely sorry; but in order to make you amends I have sent by this day's waggon those which I had originally intended for you, at my own expence. I hope you will excuse this, and be assured you shall never be served in such a manner for the future.

I am, Sir,

Your obedient humble servant.

冒頭で、筆者は、

I received your's and am extremely sorry to hear that

とレターの受取と謝罪をした上で、

... By some mistake my servants have inadvertently sent them,

と不良品の送付は当方の手違いによるものであると説明している。そして、

... in order to make you amends I have sent by this day's waggon those which

と当方の負担で代替品を送った知らせと、

I hope you will excuse this, ... never be served in such a manner

のように、再度の謝罪ならびに再発の防止に努めることを約束している。

IV. Charles Wiseman, *Epistole Commerciales, or Commercial Letters, in Five Languages, viz. Italian, English, French, Spanish, and Portuguese* (1779)

1) 表紙・副題

本書は、タイトルから明らかなように、5つの言語で書かれた商用文の例文集である。また本書で使用されているレターはすべて、ヨーロッパの著名な商人のファイル (the Copy-Books) にあったオリジナルレターを厳選し、地名や名前を変えて引用した、と著者はその実用性を強調している。

2) 序文 (Mercantile Observations)

著者は、正しい商用文を書く際に気をつけるべき点として、正確さ (precise)、明快さ (clear)、わかりやすさ (comprehensive)、簡潔さ (laconic) の4つをあげている。また具体的な書き方に関して、華美な (florid)、洗練された表現 (elegant language) はなるべく慎み、形式 (ceremony) や挨拶 (compliments) も控えるべきだと注意している。商人にとって必要なことは、敬意 (honour) と利益 (profit) なのである。

さらに著者は、個人の行為に関し、

- ① 時間を厳守する (punctual in his dealings) こと,
 - ② 礼儀正しい振舞いをする (obliging in his manner) こと,
 - ③ 敬意を失わない (tenacious of his honour) こと,
 - ④ 信用の維持を図る (cautious of his credit) こと,
- を強調している。

3) モデルレター

3-1) レターの構成

本書は、モデルレターのうち、最初の 12 通がレタースタイルの完全型として示されている。その構成を見てみると以下のようなになる。

発信地・年月日： Aleppo, the 1st of January, 1776.

受信者： Mr. Alexander Arne,
of Algiers,

Salutation： Sir,

本文：(書き出し) Having hitherto served as factor to Mr. Sauter,
where I first had the honour of your acquaintance, and
....

(用件) ...

(結び) ..., with which have the honour to conclude this,
assuring you that no one is more than myself,

Complimentary Close： Sir, your most humble Servant,

発信者： ANTHONY de PAZ.

受信者： To Mr. Alexander Arne,
Merchant at Algiers.

このように、レター形式に関しては、18世紀にはすでに現在とほぼ同じものとなっている。現在と異なる当時の特徴は、名宛人（受信者）が最初と最後の2か所に明示されていることである。

3-2) レター例文

3-2-1) 取引の申し込み

以下は、通常の取引の申し込みの例である。

(1) (pp. 2-3)

Sir,

HAVING the honour to know you by reputation, as also by means of Mr. Vaillant of Pavia, who is one of my intimate friends, I take the liberty of writing to you, on the assurance he gave me that you would take it in good part, as well as the offer I make you of my services at this time, and as I know you take a great many goods from this place, beg you'll make trial of me, and flatter myself you'll soon be convinced, from the regard I shall pay to your interest, of the earnest desire I have to enter into a correspondence with such worthy gentlemen as you are. All my business generally consists only in commissions, nevertheless, I have a universal knowledge of all sorts of wares, so that in whatever you shall please to employ me, you may depend on being served in the best manner I am able, therefore waiting the honour of your commands,

I am, kindly saluting you,

Your most humble Servant,

BALDWIN BALLARD.

この例は典型的なビジネスの申込みのレターである。まず冒頭で、筆者は、

Having the honour to know you by reputation, as also by
means of Mr. Vaillant of Pavia, who

と相手の評判と紹介者を明らかにした上で、

..., beg you'll make trial of me,

と取引の申込みを行っている。そして、

..., I have a universal knowledge of all sorts of wares,

のように、さりげなく自己のPRを行い、

I am, kindly saluting you,

とやや仰々しい結びで終えている。

次の例も同じような構成の取引の申込みレターである。

(2) (pp. 3-5)

Sir,

NEVER having the honour to write to you before, this comes to offer you my most humble sevice, having heard that you import a great deal of our woolens, and all sorts of cloths and stuffs coming from Saxony and Berlin, and this being my chief business, in which I can serve my friends more advantageously than any one else in this city, I am therefore willing to solicit the favour of you to make a little trial of me, not doubting but you will meet with all the satisfaction you can desire. Thus may we hope to establish a good and lasting correspondence together, especially in regard to goods made in this city, as I don't reckon any commission for them, but fix the price the very same as I pay myself at the factories. And as to foreign cloths and stuffs, I shall

be content with the usual commission of 2 1/2 per cent. Besides, it is indifferent to me whether I take the remittances that may be made me upon one place or any other, so it be according to the course of exchange in this place, in which case you may take your own method. In short I shall wait the payment until the goods are arrived at Lugan: if these conditions are agreeable, you may freely command him, who has the honour to be, Sir,

Your most esteemed, humble Servant,

CHRISTOPHER CORRELLI.

冒頭で、筆者は、

..., having heard that you import a great deal of our woolens,
and

と相手の取引内容を知ったことを明らかにした上で、

..., I am therefore willing to solicit the favour of you to make
a little trial of me,

のように、取引の申し込みを行っている。ここでは具体的な取引条件として、

... in regard to goods made in this city,

と国産品の場合と、

And as to foreign cloths and stuffs,

と外国産品の場合に分けて、条件を提示している。

次も同じような申込みの例である。

(3) (p. 8)

Sir,

I HAVE the honour to inform you by this letter, that (by God's help)
I have established a new branch of business in the book-selling way in
this city. A thorough knowledge of it from many years experience,

and a number of friends and acquaintance I have acquired, give me hopes my pains and diligence will not be fruitless. Now, Sir, as I flatter myself you also will be of the number of those good friends willing to promote my interest; beg you'll send me the books marked in the inclosed note, and shall not fail on my side to give you every satisfaction you desire. Waiting some order in answer, I am with much regard,

Your most humble Servant,

FRANCIS de PILO.

冒頭で、筆者は、

I have the honour to inform you ... that ... I have established a new branch of business in the book-selling way in this city.

と開業の知らせと

A thorough knowledge of it from many years experience, and

... .

と自己PRを行った上で、

...; beg you'll send me the books marked in the inclosed note,

... .

のように、商品の送付を依頼している。

3-2-2) 取引の申込みに対する返事

次の例は、申込みに対する返事である。

(4) (p. 14)

Sir,

I Give you joy of your establishment in your new business, may God prosper all your undertakings. Now therefore, as I take a singular pleasure to do you service as a new beginner, I have sent you by a messenger a small parcel of the books you required, for which you'll

please to give me credit. As to the payment, you need be in no manner of pain about it, as I shall find an opportunity of exchanging with you for something in your collection of books that may suit me, and in return you are always welcome to command any thing you may have occasion for from mine, I remain, with sincere regard,

Your most humble Servant,

NATHAN NANDO.

冒頭で、筆者は、

I give you joy of your establishment

と相手の新ビジネスの開始を喜び、次に、

..., I have sent you by a messenger a small parcel of the books

... .

と相手の依頼に応じて注文の品を送ることを知らせている。そして、その代金の支払については、

As to the payment, ... as I shall find an opportunity of exchanging with you for something in your collection of books

と物々交換を提案し、結んでいる。

次は簡潔に用件を述べた返事の例である。

(5) (pp. 10-11)

Dear Sir,

I Am much obliged to you for the offers you make me of your goods, and should make no difficulty at all of furnishing you with a good commission if I had any knowledge of their quality, but as that is not the case, you'll be so obliging to refer me to some body in this city to whom you have sent these articles, that I may go there and examine

them, and if they suit me, shall accept your offer. This is what I have to say in answer to yours of the 5th instant, I am with sincere regard,

Sir,

Your ever esteemed and humble Servant,

INNOCENT IRETON.

冒頭で、筆者は、

I am much obliged to you for the offers

と相手の申し出に感謝した上で、

... and should make no difficulty at all of furnishing you with a good commission if I had any knowledge of their quality,

のように、取扱商品の品質の重要性に触れている。つまり、今回は、

..., but as this is not the case, ... that I may go there and examine them,

と自分が実際の商品の品質を確認してから、申し出を承諾したいと申し出ている。そして

This is what I have to say in answer to yours

と相手のレターに対する返事であると述べ、結んでいる。

次は返事の典型的な例である。

(5) (pp. 12-13)

Sir,

IN answer to your most esteemed favour of the 23d instant, 'tis with pleasure I hear of your establishment and good state of health, may God continue the same and shield you from all misfortunes. As this is the first time I have had the pleasure of your correspondence, as my good old friend, I am extremely glad to be honoured with your

commands at the commencement of your business. This is the means of renewing our former friendship, and therefore to shew you that you have done well in applying to me, I have done all in my power to send you such goods as will please you. The remittance will be made by the way of Lugan, addressed to Mr. Anthony Benn, with orders to send them to you immediately. Inclosed you'll see the account, and please to credit me in 2400. fl. imperial money.

I am, with all imaginable regard,

Your humble Servant,

MATTHEW MORDOC.

筆者は、冒頭で、

In answer to your most esteemed favour ...

と典型的な書き出しで始め、

..., 'tis with pleasure I hear of your establishment and good health, ...

と相手のビジネスの開始と健康を祝している。さらに、

As this is the first time I have had the pleasure of your correspondence, as my good old friend, ...

のように、友人として取引できることを喜んでいる。そして、

..., I have done all in my power to send you such goods ...

と商品の送付と、

The remittance will be made ...

と支払（送金）方法の具体的な指示と、

Inclosed you'll see the account, ...

など請求書の同封を明らかにし、終えている。

3-2-3) 商品に関する情報

以下は商品に関するレターである。

(6) 商品の未着 (p. 16)

次の例は、商品が到着していないことを連絡したものである。

Sir,

I No sooner received your last favour, but I went directly to the custom-house to see if the two bales you mentioned to me were arrived there, but by all the inquiry I could make could get no intelligence: I immediately wrote to Hamburgh, but have no hopes of hearing of them, as all the goods regarding me have been gone this week past, therefore beg you will please to inform me of the exact time of the remittance, and the name of the carrier to whom you delivered them: but be it as it will it is necessary you will be so good to send me two more bales of the same weight, and when we shall have found the two that are missing will take them at the price agreed on. It concerns you to use all diligence herein: I remain now as always, &c.

筆者は、冒頭で、相手の指示に従って、

... I went directly to the custom-house to see if

と税関に貨物を取りに行ったが、当該貨物は見つからず、またその情報もないことを明らかにしている。そして、

..., therefore beg you will please to inform me of the exact time of the remittance, and the name of the carrier

のように、貨物に関する詳細情報の提供を依頼している。さらに、

... you will be so good to send me two more bales of the same weight,

と同じ製品の送付を依頼し、結んでいる。

(7) 間違い商品の到着 (pp. 26-27)

Sir,

IT is with infinite satisfaction that I last month received your obliging letter of the 2d of October, advising me that it was needless to puzzle my brains with writing to you in French, as you know the Italian language best. I have executed your orders, and gave you a commission for 4. bales which I have received, but found in two of them one thing put for the other, for one contained buffalo skins, and the other buck skins, instead of Russian cow skins and sheep skins, which makes a vast deal of difference, but it is lucky for us however, that the Milanese have a number of stocks in their state, so that I can dispose of the said two bales in question, otherwise perhaps we might have had some misunderstanding between us. To obviate these inconveniences, it is best to follow our usual method, and thereupon I have nothing more to say to you, but that the next month you will receive a remittance for the amount of the 4. bales, and cordially saluting you, I subscribe myself, &c.

本例では、筆者は、やや冗長に、

... that I last month received your obliging letter of the 2d of October, advising me that

と相手のレターに言及した上で、

... 4. bales which I have received, but found in two of them one thing put for the other, for

のように、商品の中身が異なっていたことを知らせている。しかし、幸いにも
the Milanese have a number of stocks ..., so that I can dispose of the said two bales in question,

とうまく処理できたことを明らかにしている。しかしながら、

To obviate these inconveniences, it is best to follow our usual

method,

と現行方式の順守を戒め、また

... that the next month you will receive a remittance for

と来月の支払を約束して、終えている。

(8) 値上げの要求 (pp. 21-22)

Sir,

AFTER having received your agreeable letter of the 27th of last month, I find myself honoured with another of the 3d instant, wherein you order me to procure you 200 pair of searlet stockings, of which I have made a memorandum to serve you as soon as possible, and hope to do it by the latter end of May. But first, before I engage to serve you (as I always have done with fine and good merchandise) am to inform you that you must pay me to fl. per hundred more for the wool now than you did last year, and, as the colours are extremely improved, it is entirely impossible to let you have those stockings at the same price as some years ago, it therefore concerns you to judge if it suits you to accept them at the price of one florin more per dozen, free from all expences, I beg an immediate and absolute answer, that I may prepare to serve you well, and by my assiduity demonstrate how much I am, yours, &c.

冒頭で、筆者は、

..., wherein you order me to procure you 200 pair of searlet stockings,

のように、相手の商品の注文に言及し、確認している。そして、その注文履行の前に、

... you must pay me to fl. per hundred more for the wool now
than you did last year, and

と値上げを提案し、以下その理由を説明している。最後に、

..., I beg an immediate and absolute answer,

と返事を促し、終えている。

(9) 値下げの要求 (pp. 22-23)

Dear Sir,

YOUR last most esteemed favour of the 7th instant is come to hand, wherein I perceive you have received the remittance made you in a bill of exchange for 1600 fl. drawn upon Mr. Merville of Turin, of which you will procure the payment, giving me credit and advice thereof. Moreover I understand you have not been able to get the whole quantity of wool that I ordered, therefore get half, and I will wait till next autumn for the remainder. Also desiring you will send me two pieces of damask, recommending it to you that they be of a pretty genteel taste, quite in fashion, and take care the colours be like the patterns I here send you annexed: as to the rest I must observe, that the prices of your stuffs are so high that I see no opportunity of furnishing you with my commissions, but if you should happen to make any abatement in the price, beg you will let me know it. I am with all possible regard, &c.

筆者は、冒頭で、相手のレターに言及し、

..., wherein I perceive you have received the remittance

と相手が手形代金を受け取ったことの確認、ならびに

... I understand you have not been able to get the whole

quantity of wool that I ordered,

と注文品が予定通り入手できなかったことに理解を示している。そして、

Also desiring you will send me two pieces of damask,

のように、新たな商品の注文をした上で、

..., but if you should happen to make any abatement in the
price, beg you will let me know it,

と値下げの要求をしている。

(10) 商品の送付案内 (pp. 25-26)

Sir,

YOUR esteemed favour of the 5th instant came to hand in due time, in consequence whereof to morrow shall pack up the 200 pounds of whale-bone which I have procured you, and shall be sent you immediately by the Bourgogne, the carriage will come to 17. fl. I have in vain tried to furnish you with two more quintals, not being able to find much in all our city, and what goods I did find were of an inferior sort, and sold at 4 fl. a pound, there is so little short or cut whale-bone here, that it is not worth mentioning, and even that sells for 6 fl. Please to send to Mr. Arnell of Lions, advising him to accept the bill I shall draw on him for his two hundred pounds of whale-bone, payable at the end of this month, I having bought it of Mr. Robart, payable within a month, and the seller will negotiate the bill accordingly, he having need of his money, which is very scarce at present. Cordially saluting you, I am, &c.

筆者は、冒頭で、

... whereof to morrow shall pack up the 200 pounds of whale-

bone which ... and shall be sent you immediately by

と注文品の送付を知らせている。また、

I have in vain tried to furnish you with two more quintals,
not being able to find so much in all our city,

と当該商品の入手不足について長々と説明し、最後に、

Please to send to Mr. Arnell of Lions, advising him to accept
the bill I shall draw on him for

と支払いに言及している。

3-2-4) 支払請求

(11) 取り立て依頼 (pp. 16-17)

本例は借金の取り立てを依頼するレターである。

Dear Sir,

AS I cannot make Messrs. Millars of Genova pay me, must beg leave to solicit your assistance, being well persuaded that you can certainly succeed. The whole sum amounts to 659. fl. Imperial money, without however, reckoning the interest. Hereunder you will find a note of the goods, that I sent them from time to time, with the prices we agreed on. You will also find inclosed two letters, wherein they acknowledge themselves debtors for that sum. I beg you will manage this business so as to make them pay the whole, or else half down, allowing them six months time for the rest. But if you find there is no good to be done, and you have nothing to expect, try to come to some accommodation, even to an abatement of 25 per cent. In short, endeavour to get what you can, without involving yourself in law, which brings great expence, and but little profit. And be assured I shall acquiesce in, and approve of all you may think fit to do, and hold myself infinitely obliged to you for your trouble herein; mean time, am, &c.

筆者は、冒頭で、

..., must beg leave to solicit your assistance,

と相手の手助けを求め、

The whole sum amounts to 659. fl. Imperial money,

と取立金額を示し、そのいきさつを説明している。さらに、取立がうまく行かない場合、

..., try to come to some accommodation, even to come to an abatement of 25 per cent.

とその妥協案を提示している。そして、基本的には、

And be assured I shall acquiesce in, and approve of all you may think fit to do,

と全面的に相手に任せることを明らかにし、結んでいる。

(12) 取立依頼が不首尾に終わったことの連絡 (p. 18)

Dear Sir,

I Am sorry I cannot serve you in the affair you recommended me in your last, of the 5th instant, not having yet received any thing of that sum, for I find your friend, who owes it you, is broke, without the least hopes of being able to come to any accommodation. All that I could do was to put in your claim, that in case any change should happen you might have the preference. The case is this, he has an uncle, who is very rich, and is eighty years old, at whose death he will be heir to half his fortune, and then he will be in a condition to pay his creditors: It is proper therefore, to have patience until that favourable opportunity, which cannot be much longer, and whenever that happens you may depend on it. I shall take care of your interest as much as if it were my own, being most sincerely, &c.

筆者は、冒頭で、

I am sorry I cannot serve you in the affair you recommended
me in your last,

と相手の依頼通りにうまく処理できないことを謝り、次に、

..., for I find your friend, who owes it you, is broke,

とその理由を明らかにしている。しかしながら、

The case is this, he has an uncle, who

など、新たな情報を提供し、

It is proper therefore, to have patience until

と今しばらく待つことをすすめている。

(13) 支払い遅れ一言い訳 (pp. 20-21)

この例は、友人をかばう、一種の言い訳のレターである。

Dear Sir,

I Am vastly surprised to understand by your last that you have not yet received an answer from our friend at Leghorn, upon whom I have drawn a bill of exchange for 2500 fl. payable at eight days sight, and if I had not known him to be a good man at the bottom, and of strict punctuality, I should be in some pain, but as there is nothing to fear on that head, I imagine his delay proceeds from his absence, because he usually goes every year to Genoa to purchase drugs, for which he has a great demand, therefore desire you will be so good as to wait twelve days longer, and then write to him again: by this method, I flatter myself, you will meet with a prompt payment, but if it so happens that your interest will not admit of any delays, as soon as you write to me of that circumstance, I shall immediately send you another bill upon Mess. Fresit of Naples, but this will be only for the half, viz. 1250. fl.

I shall therefore wait the honour of your answer on this head, being,
& c.

筆者は、冒頭から用件に入っている。まず、

I am vastly surprised to understand by your last that you
have not yet received an answer

と支払のないことを驚き、次に、その遅れの原因を、

..., I imagine his delay proceeds from his absence, because

と長々と説明し、さらに、

..., therefore desire you will be so good as to wait twelve days
longer, and

ともう少し待つように指示している。しかし、その猶予がなければ、

..., I shall immediately send you another bill upon

と他の手形を送ると提案している。

2 英文レターマニュアルの特色

今まで述べてきたマニュアルの概要から、それぞれの特色をまとめると、以下のようなになる。

I. Samuel Richardson, *Letters Written To and For Particular Friends, on the Most Important Occasions*

著者は、序文で強調しているように、本書は、単にレターの書き方を学ぶためだけに活用されるのではなく、社会人としての道徳（善行）や義務をも示すことを目的として出版された、とその意図を明らかにしている。例えば、ビジネスにおいては、常に上位者として部下に指示（命令）を下すために、横柄になりがちな主人（上司）の態度を戒め、理性的な対応を取ることの必要性について、一方、業務上の指示を受け、どちらかというと弱い立場にある従者（部下）があまり卑屈にならないような態度・義務の遂行など、それぞれの立場・状況にふ

さわしい礼儀の大切さを強調している。

本書のレターは、発信と受信が対になった物語（ストーリー）形式で表され、取引（ビジネス）現場の臨場感を出すように心がけている。特に、「支払の請求」のケースでは、従来のものには見られない、段階的な請求の仕方が示されている。つまり、最初は比較的穏やかに（modestly）請求する例、次にやや強硬に（pressing and angry）請求する例、さらに一段と高圧的に、脅迫じみた（threatening）請求の例、それに対する相手の情に訴える返事（moving answer）の例、そして最後には、相手の窮状に理解を示し、支払の猶予を認める例、それに対する感謝の例など、お互いの事情を十分に勘案した対応の取り方を示している。

II. M. Clare, *Youth's Introduction to Trade and Business*

本書は、若い商人を対象とした商取引（ビジネス）の入門書である。著者は、序文で、一人前の商人（ビジネスマン）になるためには、系統立った教育によって初めて可能であると主張し、本書は、その教本として役立つように出版された旨述べている。そして、読むことから始まる段階的な教育の進め方を強調し、最終的には、ビジネスにおける書くことの重要性に触れている。また、書く能力は、即座に修得されるものではなく、有能な主人の指導のもと、訓練によって徐々に修得されると説明している。

上記のような著者の意図に基づき、本書では、レターの書き方についての指示が簡潔に説明されている。この教えについては、特に目新しいものはないが、宛名の書き方に関して、ビジネスに必要な組織体（会社）宛て、ならびに特定の職業人宛てへの例を示している点が注目される。また一般的教えについては、従来の教えと同様に、レターの受け手に誤解を与えないように、明瞭、簡潔、要領よく書くことを勧め、そのスタイルも会話体を強調している。

レター例文については、前書と同様に、物語（ストーリー）形式を踏襲しており、その内容も具体的である。実際の取引（ビジネス）に必要な手形（bill）、商品明細（bill of parcels）、船荷証券（bill of lading）などの添付書類が例示されて

おり、すでに働いている読者（商人）にとっては非常に理解しやすく、工夫されている。

III. Thomas Cooke, *The Universal Letter-Writer; or New Art of Polite Correspondence*

本書は、著者が序文で述べているように、日常業務に追われ、レターの書き方を学ぶ時間的な余裕のない商人のために、簡単に活用できるレター例文集として出版されたものである。その対象は、初心者から専門家までカバーしており、教え (instructive) ばかりでなく楽しみ (entertaining) の要素も加味していることを強調している。

レターの書き方についての指示は、実際に書く前に十分推敲することの必要性、レターの受け手によってトーンを変えること、さらにビジネスの場合には、用件を十分斟酌し、自分の伝えたいことを、気取ることなく簡潔、明瞭に書くことを勧めている。

レター例文は、取引の申し込みから始まり、支払の請求、現地事情の報告、注文品の苦情まで取引全般を網羅している。特に個々の例文は従来のものとは比べて大きな差はない。しかし、残念ながら本書では、「支払の請求」のところで、Samuel Richardson のレター例文 (“pressing and angry” letter) の二行目以下を “an urgent demand of payment” の例文としてそのまま流用・模倣している。

IV. Charles Wiseman, *Epistole Commerciales, or Commercial Letters, in Five Languages, viz. Italian, English, French, Spanish, and Portuguese*

本書は、公証人 (Notary Public) で、翻訳者 (Translator) でもある著者が、タイトルからわかるように、実際の商人のファイルから厳選した商用文 (ビジネスレター) のみを扱った実用性の高いレター集である。著者の語学の才能もさることながら、レター例文を貿易の主要言語 5 か国語で表すというアイデア

は、当時の英国がアジアなどの植民地から砂糖、綿布、お茶など原料を輸入し、英国本国でそれらを製品化し、さらにヨーロッパ市場や植民地に再輸出していた状況を考えると、全く時宜にかなった画期的なものであったといえる。このようなマニュアルは、実際の貿易に従事している商人にとっては非常に便利で、様々な状況で、しかも取引相手国に合わせた言語での通信が可能となり、本書の利用価値は非常に高いものであったと予想される。

レターの書き方について、著者は、従来と同じように、正確、明快、わかりやすさ、簡潔の4点を強調し、また、挨拶など形式的なことは避け、商人として必要な敬意と利益を重視すべき、と序文で述べている。

レター例文に関して、本書では、まず完全なレター形式を持った12通のレターが示されている。そのスタイルは、名宛人を最初と最後に示す点を除くと、現代のものとほぼ同一で、18世紀半ばには、すでに我々が現在使用している一般的なレター形式が確立されていたようである。本稿では、膨大なレター例文の中から、ビジネス全般にわたる前半部分を取り上げた。そのレター例文のうちで、特に、商品の未着、間違い商品の到着、商品の値上げ・値下げの要求などの例は、商人が、実際の取引の場でしばしば遭遇するような事態で、そのまま流用（転用）できるモデルレターの代表だといえる。

3 まとめ

これまでの説明からわかるように、本稿で取り上げた英文レターマニュアルは、

- ① 対象を商人に限定し、内容も専門的で、実用性を重視したもの

II. M. Clare, *Youth's Introduction to Trade and Business*

IV. Charles Wiseman, *Epistole Commerciales, or Commercial Letters, in Five Languages, viz. Italian, English, French, Spanish, and Portuguese*

- ② 対象を商人だけでなく広く一般大衆まで広げ、やや教養的色彩を帯び

たもの

I. Samuel Richardson, *Letters Written To and For Particular Friends, on the Most Important Occasions*

III. Thomas Cooke, *The Universal Letter-Writer; or New Art of Polite Correspondence*

に大きく分けられる。前者は、経済（ビジネス）関係の実用書、入門書で、古くは16世紀のブラウン（John Browne）による *The Marchants Avizo* に始まり、17世紀後半に出版されたヒル（John Hill）の *The Exact Dealer* などの流れをくむ、経済（ビジネス）に特化した専門書・実用書的性格を引き継ぐものである。一方、後者は、17世紀後半に出版された Antoine de Courtin の *The Rules of Civility; or The Maxims of Genteel Behaviour*⁽⁶⁾ の流れをくむもので、レターの書き方を学ぶことは、社会生活上必要な技能あるいは礼儀作法であるという考え方を重視した教養書的なものである。

英国国民の読み書きの能力が比較的高い18世紀においても、上述のような分類を考えると、本稿で取り上げた英文レターマニュアルは従来通り、社会の要請に応え、その存在意義も十分あったといえるであろう。特に、ヨーロッパでの主要言語である5か国語で、しかも商用文（ビジネスレター）のみに限定したワイズマン（Charles Wiseman）の *Epistole Commerciales, or Commercial Letters* は、英国がヨーロッパ屈指の貿易国として成長しつつあった当時の状況を考えると、著者の意図・出版の目的は十分達成されたように思われる。

しかしながら、18世紀の英文レターマニュアルの内容に目を向けてみると、特に目新しい記述は見当たらない。レターの書き方についての教えは、簡潔、明瞭、わかりやすく書くなど、従来のマニュアルで指摘されてきたことのくり返しにすぎない。ただモデルレターについては、各マニュアルとも様々な工夫がこらしてある。まず、読者の理解を助けるために、レターで取扱う問題をなるべく現実（実務）に近い状況に設定したり、発信と返信が対になった物語形式にするなど、読者への細かい配慮が窺える。また、表現に関しては、全般的に仰々しい表現を抑え、やさしい単語が使用されている。実際、多くのモデルレ

ターは、用件を簡潔に述べ、簡単な結びで終える例が多く、その内容は理解しやすい。ただ細かい言い回しに関しては、現代ではその使用を戒められている商取引（ビジネス）特有の言い回し、いわゆるビジネス・ジャーゴン（business jargon）が多々見られる。例えば、返事の書き出しに多用される表現、

- Yours of the 11th current I received,
- I received yours dated the sixth instant
- Your esteemed favour of the 5th instant came to hand in due time,

などが散見された（もちろん、これらの表現は、当時では望ましい言い回しであったことは当然である）。次に、現代でも通用する手法、相手本位（“You-Attitude”）の書き方も見られた。例えば、苦情（クレーム）レターの場合、相手をなるべく傷つけないように、導入部でやや長い説明がなされ、トーンを和らげる工夫がなされている。いわば前文の前置きに一種の緩衝の役目を負わせる方法である。また、支払の請求に際しても、相手の苦しい状況を思いやり、最初は穏やかなトーンから徐々に厳しいトーンに変えていく、段階的な処理方法が採られている。このような手法は、レター構成（レター形式）と同様に、我々が今でも参考にできる書き方である。

このように、18世紀に出版された英文レターマニュアルは、十分その存在意義は認められたが、従来のような教えを重視した教育的配慮や読み物としての楽しみの要素は減少している。したがって、この時代の英文レターマニュアルは、英文レターについての基本から学ぶための教科書としてではなく、実務の遂行を助けるための副読本として活用されたようである。いいかえると、18世紀の英文レターマニュアルは、常時商人の手元に置かれ、商人が必要時に、手軽にページをめくり、特定の状況にふさわしい表現を活用・模倣するための参考書としての役割を果たしたのではなかろうか。

注

- (1) 今井宏編『イギリス史2—近世—』、山川出版社、1990年、378-379ページ。

- (2) 同書, 387 ページ。
- (3) 同書, 388 ページ。
- (4) 同書, 397-398 ページ。
- (5) 商人の教育・訓練については, 拙稿「英語通信文の発達にまつわる歴史的要因」『商経論叢』(第 34 巻第 1 号)を参照のこと。
- (6) 詳細については, 拙稿「Antoine de Courtin, *The Rules of Civility; or The Maxims of Genteel Behaviour* (1671-1703) について」『商経論叢』(第 33 巻第 3 号)を参照のこと。